

Regional Vaping Prevention Initiative

Lenawee, Livingston, Monroe, and Washtenaw

Program Brief · 2019 – 2020

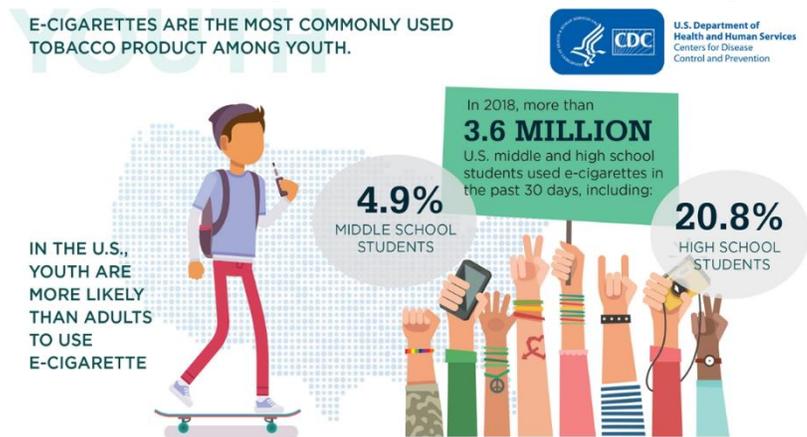
Youth Vaping EPIDEMIC:

Surgeon general declares 'epidemic' of dangerous youth e-cigarette, vaping use

The U.S. surgeon general on Tuesday issued a strong warning against e-cigarette use by young people, called it "unsafe" in any form and termed vaping an "epidemic."

On December 18, 2018, U.S. Surgeon General Jerome Adams issued an advisory declaring e-cigarette use among youth an epidemic. This advisory was a call to action. He called on parents and teachers to educate themselves about e-cigarettes and to talk with children about their dangers. He also called on local authorities to use strategies, such as bans on indoor vaping and retail restrictions, to discourage vaping by young people.

Although marketed to assist users in quitting smoking, research shows that youth who use e-cigarettes are more likely to progress to cigarette use. National data shows that in 2018, 1 in 5 high school students reported using e-cigarettes in the past month. Further, more high school students use e-cigarettes than regular cigarettes, and the use of e-cigarettes is higher among high school students than adults. Local MiPHY data showed that rates of youth e-cigarette use were climbing at alarming rates. From 2015-2016 to 2017-2018, the average percentage of high school students who used an electronic vapor product during the last 30 days in our region (Lenawee, Livingston, Monroe, and Washtenaw counties), went from 16.8% to 25.1% -- an increase of 8.3%.



Our INITIATIVE:

Karen Bergbower & Associates (KBA) received funding from the Community Mental Health Partnership of Southeast Michigan to provide the following evidence-based prevention strategies across the region to impact youth vaping.

Educational Presentations
Youth Engagement
Strategic Planning

CATCH® My Breath (catchmybreath.org)
Vaping is Nicotine Media Campaign
Technical Assistance

Policy Change
Training
Resources

These strategies address the contributing factors of easy access, norms that support use, perceived peer pressure, and low perception of harm.



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VapingIsNicotine.net

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RESULTS and OUTCOMES:

Community Partners – KBA successfully partnered with coalitions, groups, and organizations across the region to reduce youth vaping.

“Vaping Toolkits” – Our community partners received “Vaping Toolkits” for local use. Each Toolkit included “Vaping is Nicotine” Campaign posters, a “Vaping is Nicotine” book, and a Find the Vape box. The Find the Vape box allows parents and community members to see the most popular e-cigarette products because vaping products are hard to detect. Companies disguise e-cigarettes by designing them to look like other products youth may have.



Reduced Youth Vaping – Results from the last 2 MiPHY surveys show a decline in the number of high school students in our region who are vaping.

Percentage of high school students who reported using an e-cigarette in the last 30 days			
County	2017-18	2018-19	Change
Lenawee	27.6	21.9	-5.7
Livingston	28	not completed	unknown
Monroe	26.5	20	-6.5
Washtenaw	18.3	15.5	-2.8
Average	25.1	19	-5

Source: Michigan Department of Education, Michigan Profile for Healthy Youth, 2017-2018 and 2019-2020



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